

Before the
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

Modification of Mail Classification Schedule
Regarding Forever Print-on-Demand Indicia

Docket No. MC2012-10

PUBLIC REPRESENTATIVE COMMENTS

(March 30, 2012)

Introduction

In response to Order 1295,¹ the Public Representative hereby comments on the United States Postal Service's proposal to allow Forever Print-on-Demand Indicia (Notice).

The Postal Service proposes Forever Print-on-Demand Indicia, would distribute First-Class single-piece Forever postage from Automated Postal Centers (APCs) in the form of labels with a barcode and a Postal Service image selected by the customer. Prior to the Forever Print-on-Demand Indicia proposal, APCs only distributed Forever postage in the form of the stamps. The Forever Print-on-Demand indicia will be sold at the current price of a First-Class Mail single-ounce letter, and will carry the value of First-Class Mail single-ounce letter postage at the time of mailing.

Discussion

The Public Representative supports the Postal Service's proposal and believes the changes proposed by the Postal Service are consistent with 39 U.S.C. § 3642. Forever postage provides benefits and reduces costs for both the Postal Service and

¹ Commission Order 1295, Notice and Order Concerning Classification Change Related to Forever Print-on-Demand Indicia, March 23, 2012.

single-piece First-Class Mail customers. The Postal Service's proposal allows single-piece First-Class Mail customers another channel to access and use Forever single-piece First-Class Mail postage.

The Public Representative also suggests that the Postal Service explore other channels for single-piece First-Class Mail customers to acquire Forever postage. For example, allowing PC postage to be marked with Forever postage on personalized stamps will provide additional convenience to many First-Class Mail customers.

Conclusion

The Public Representative supports the Postal Service's proposal for Forever Print-on-Demand Indicia and encourages the Postal Service to allow all single-piece First-Class Mail to be marked with Forever postage.

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